

<b>FSC-31-A</b>		<b>2/19/96</b>		<b>TO: ROM</b>		<b>PARTIAL DISTRIBUTION</b>											
<b>SUBJECT:</b>		DORAL Full Flavor, Full Flavor Menthol and Lights Box Introduction - Distribution Program (Existing and Expansion Markets)															
<b>DISTRIBUTION:</b>																	
<u>X</u>	AVP	<u>X</u>	KAM		ELM	11	<u>x</u>	21		33		51		62			
<u>X</u>	RSM		Reg.Mil./DF Mgr.		MIL	12	<u>x</u>	22		34		54		63			
<u>X</u>	RBM		DM		DF	13	<u>x</u>	23		35		56		66			
<u>X</u>	ROM				REP	16	<u>x</u>	26		36		58		67			
						17	<u>x</u>	29						69			
						18											

*(Disseminate to appropriate personnel) - NESAs (Excluding Cincinnati)*

Attached is the selling information and critical dates for the DORAL Full Flavor and Lights Box Introduction in existing and expansion markets as well as the DORAL Full Flavor Menthol Intro in all the NESAs regions except Cincinnati. It is important that you review this information with your account managers/ reps who have direct account/chain responsibilities as soon as possible so that they may begin selling this program to the direct accounts for implementation.

#### Key Strategies

#### New introductory DORAL Box Market:

- Utilize the \$15 Introductory allowances (\$5 + \$10) to maximize distribution levels.
- Utilize the B1G1F promotional offer and \$2 display payment to assist in maximizing distribution levels. When selling accounts (either via account managers or distributors) ensure B1G1F product is supplemented with regular product to ensure product availability.
- Maximize use of Box POS to ensure consumer awareness.
- Maximize use of four carton B1G1F display to drive consumer trial and visibility.
- Ensure all promotional product and live (allocated) product is received by direct accounts no later than March 29, 1996.

#### Current Markets with DORAL Box Availability:

- Utilize the \$15 Introductory allowance (\$5 + \$10) to drive increased distribution levels.
- Target the B1G1F promotional offer and \$2 display payment to retail accounts that do not currently carry the Box styles in order to gain new distribution and to existing accounts that offer the most potential on Box styles.
- Maximize use of Box POS to ensure consumer awareness.
- Maximize use of four carton B1G1F display to drive consumer trial and visibility.
- Ensure all promotional product and live (allocated) product is received by direct accounts no later than March 29, 1996.

**IMPORTANT:** Although the introductory allowance period is March 11 - April 5, 1996, it is imperative that all allocated promotional and live product be ordered and shipped to the direct accounts by March 29 so that shipments will be reflected in our first quarter volume objectives.

Please review the information and disseminate to the appropriate RJR personnel as soon as possible.  
Good Selling!

Program Contacts: Your Area Manager of Operations  
Brand Marketing-Sharon Peterson, extension #2858  
Sales Planning-Sharon Reid, extension #2584

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